Q: WHAT IS THE SOUTHERN WOMEN'S SHOW?

A: TRADE SHOW FOR WOMEN

- National and local exhibition booths featuring:
  - fashion & beauty
  - education
  - financial services
  - health
  - travel, etc.
- Demonstrations (i.e. cooking)
- Fashion shows
- Lectures (i.e. career development)

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Source: https://www.industrydocuments.ucsf.edu/docs/pgwm0004

WHY IT IS RIGHT...

- Face to face communication.
  - "We're more than just a cigarette"
- Captive female smoker audience.
- Exclusive tobacco exhibitor.
- Results...

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Source: https://www.industrydocuments.ucsf.edu/docs/pgwm0004

SOUTHERN WOMEN'S SHOW
1994 STATISTICS

- Exposure to over 416,000 people.
- Reached over 124,000 attendees through our booth (30% of show).
- Generated over 36,000 names, an increase of 100% over '93.
- 20% of names collected are key competitors(Misty, Salem, Style, Capri, Eve, Newport, Kool) who contributed more than their fair share.
- 8% of all competitive new names are from the SWS.
- 91% of new names collected have been mailed to.

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Source: https://www.industrydocuments.ucsf.edu/docs/pgwm0004

SOUTHERN WOMEN'S SHOW
1995 OBJECTIVES

- Reach female smokers in an event-based format.
- Generate names for the database.
- Communicate/reinforce brand image.

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SOUTHERN WOMEN'S SHOW
1995 STRATEGIES

- Reward current franchise and attract competitive smokers in key markets.
- Generate awareness of Virginia Slims' added-value (the extras) over other female brands.
- Promote visibility and generate interest in V-Wear and Legends.

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Source: https://www.industrydocuments.ucsf.edu/docs/pgwm0004

SOUTHERN WOMEN'S SHOW
1995 TACTICS

- Booth theme = "Celebration of Women"
- Reward smokers who fill out name generation cards.
- Chance to win V.S. incentives through "Match the Women w/Event" contest.
- Display and provide V-Wear and Legends materials.
- Provide smoking lounge.
- Conduct cigarette sales.

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1995 SHOW SCHEDULE

Show Dates	Location	Attendance
March 16-19	Tampa*	17,000
March 24-26	St. Louis	90,000
March 30-April 2	Memphis	29,000
April 6-9	Richmond*	19,000
April 20-24	Raleigh	25,000
May 4-7	Philadelphia	25,000
May 11-14	Nashville	36,000
September 21-24	Charlotte*	35,000
October 5-8	Birmingham	30,000
October 26-29	Jacksonville	26,000
November 2-5	Miami*	21,000
November 8-16	Charlotte (X-Mas Show)*	140,000
TOTAL	**12 shows**	**493,000**

*Show locations where Legends will also take place.

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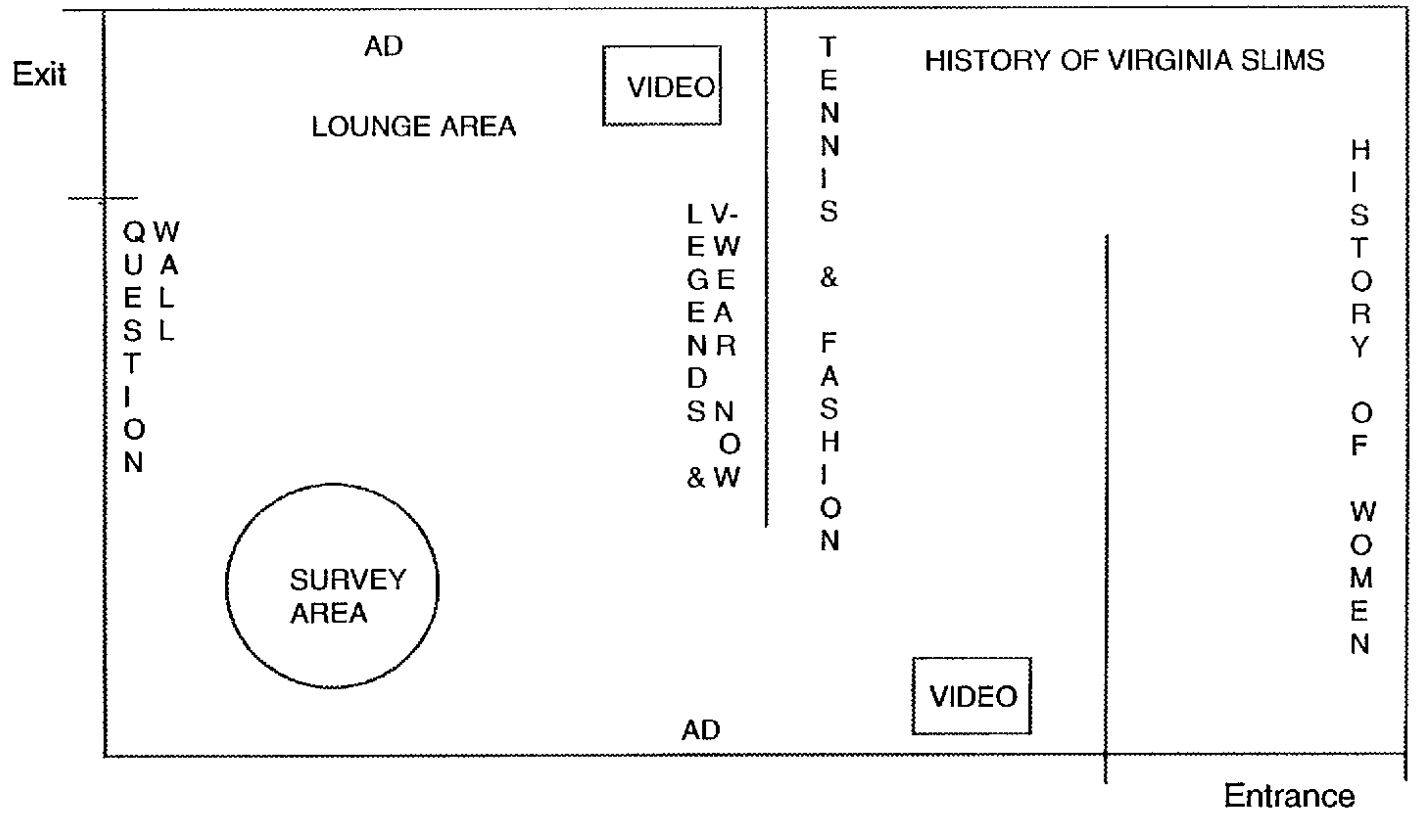
'95 BOOTH DESIGN



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